

April 15, 1998

Mr. J. J. Ellegate
Mr. D. P. Fitzgerald
Mr. J. T. Odom
Mr. S. R. Qualkinbush

RE: Savings Business Unit Field Trip Confirmation

The attached is to serve as confirmation of the Savings Business Unit trips to your regions during the weeks of 4/20 and 4/27. As information, I have included the full name, title, extension, and confirmed hotel information of the respective Doral team member for each region. The business unit personnel assigned to your region will be contacting the appropriate field person prior to the visit to confirm meeting places and times.

As a reminder, the purpose of these trips is to evaluate the following:

- Doral's presence at retail - temporary and permanent
- Doral's promotional activity
- Execution of Doral's ceiling strategy
- Competitive Savings Brand presence
- Competitive Savings Brand promotional activity

Thank you again for your quick response and assistance in coordinating these trips. If you have any questions please contact me at x2079.

Sincerely,

Danielle Lamphier

Danielle Lamphier
Assistant Marketing Manager - Doral

Attachment

cc: D. W. Shouse
S. Rhodes
C. Davis

51851 8509

Region	Dates	Division	Field Person	Title	Extension	HQ Person	Title	Ext	Details
Boston	27-Apr	1126 N. Boston	Patrick Killoran	DM	72168	Monica Moorefield	Sr. Marketing Mgr	6529	Raddison Hotel, Milford, MA
New York	N/A								
Philadelphia	22-Apr	Philadelphia	Jay Loftin	RSM	610-280-9110	Doug Shouse	V.P. Marketing	5318	
						Charlie Davis	Sr. Marketing Mgr	3315	
Buffalo	22-Apr	1626 Buffalo	Anthony Zecca	AM	77310	Lynn Dube	Sr. Mgr.- Mktg.	4624	
	23-Apr		Barry Davignon	ASR			Research		
Pittsburgh	22-Apr	1742 Harrisburg	Ed Agner	AM	46437	Jim Farmer	National Oper. Mgr	0470	
		Chain			717-737-8349		Forsyth Tobacco		
Cincinnati	21-Apr	1824 Columbus	Terry LeDuc	DM	77431	Susie Wilson	Mgr. Financial	1665	Marriott Columbus (North)
							Services - Savings		
Winston-Salem	29-Apr	2135 Knoxville	Clay Ward	DM	69918	Danielle Lamphier	Asst. Marketing	2079	Wyndham Garden
	30-Apr		Bob Koff	SR			Manager		
Atlanta	29-Apr	Atlanta	Bob Rissler	RSM	770-729-3260	Doug Shouse	V.P. Marketing	5318	Norcross Marriott
					47396	Charlie Davis	Sr. Marketing Mgr	3315	
Florida	N/A								
Dallas	22-Apr	2629 Jackson	Debbie Sizemore	DM	69609	Deidra Thompkins	Asst. Marketing	7697	
	23-Apr		Jack Strong	SR			Manager		
Richmond	29-Apr	2936 Charleston	Tim Carpenter	DM	73164	Susie Wilson	Mgr. Financial	1665	
	30-Apr		Pam Hunt	SR			Services - Savings		
N. California	30-Apr	5130 Fresno	Tom Hartman	RBM	59768	Clare Smith	Sr. Mgr.- Mktg.	7339	Hilton at Pleasanton
							Research		
S. California	29-Apr	5428 Riverside	John Stiltz	DM	52478	Bruce Nix	Financial Mgr.	2557	Ontario Marriott
	30-Apr		Omar Arikat	ASR			Marketing		
Seattle	29-Apr	5626 S. Seattle	Jeff Pederson	DM	73653	Gary Hicks	Financial Mgr.	2523	
	30-Apr						Marketing		
Houston	22-Apr	5828 S. Houston	Alan James	RBM	281-579-9864	Michelle Soyars	Marketing Mgr.	6777	Holiday Inn, Park Row, Houston
	23-Apr	5826 N. Houston	Ric Sthur	ASR					
Chicago	27-Apr	6234 C. Chicago	Barry Kelly	DM	50310	Michelle Soyars	Marketing Mgr.	6777	Wyndam Itasca
	28-Apr			SR					

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Minneapolis	29-Apr	Minneapolis	Tom Renehan	RSM	612-686-8108	Scott Rhodes	Marketing Director	2466	Airport Hilton
	30-Apr		Tana Sweitzer	SR					
Denver	29-Apr	6633 Okla City				Lynn Dube	Sr. Mgr.- Mktg.	4624	
							Research		
Detroit	21-Apr	6722	Jay Murphy	RBM	72539	Scott Rhodes	Marketing Director	2466	Airport Hilton
	22-Apr	Grand Rapids	Ralph Metcalf	DM	59561	Monica Moorefield	Sr. Marketing Mgr	6529	
St. Louis	22-Apr	6924 St. Louis	Mike McClure	RBM/DM	71729	Danielle Lamphier	Asst. Marketing	2079	Marriott West, Maryville Ctr.
	23-Apr		Dewayne Hansen	SR			Manager		

To: 2900 - Richmond (RHYNEJ), 2600 - Dallas Region, 2200 - Atlanta Region,
1200 - New York Region (SCULLYA)
From: S=Odom; G=J. Tom; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 4/16/98 15:07
Opened: 4/16/98 16:49
Subject: FW: Field Trip Confirmation

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note

From: Odom, J. Tom

To: 1200 - New York Region

2200 - Atlanta Region

2600 - Dallas Region

2900 - Richmond Region

Subject: FW: Field Trip Confirmation

Date: 1998-04-16 15:07

Priority: 3

Message ID: B36CFE701FD5D1119FCF00805FE5605F

Conversation ID: Field Trip Confirmation

Attachments:

FIELDLET.DOC

FTRIPDOC.XLS

[[FIELDLET.DOC : 4876 In FIELDLET.DOC]]
[[FTRIPDOC.XLS : 4877 In FTRIPDOC.XLS]]

Scott, Bob, Stan, and Greg,

The attached outlines details of the upcoming Savings BU Field Trips. If you have any questions, please give me a call.

Ellen

51851 8512